

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP# 221 TITLE: Usability & Accessibility Study of the National Library of Medicine NIHSeniorHealth Web site

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:	Susan Fariss
Phone- 301-435-7102	Fax- 301-402-1384
Proposal Address:	Billing Address:
8600 Rockville Pike	Accounts Payable, OFM, NIH
Bldg 38, Room 1W22	Bldg 31, Room B1B39
Bethesda, MD 20892	Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 90 days from data of award.

C. PRICING METHOD: Firm Fixed Price - Firm should provide a single price. Please describe the methods to be employed and the estimated number of employee hours required. Firm rates for use of usability testing facilities and equipment. Describe the development of task scenarios and other factors of the testing process.

Currently available funding is limited to \$40,000. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP# - Proposal." A signed task order form will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Monday, September 20, 2004 at 4:00PM EDT

F. TASK DESCRIPTION:

The National Library of Medicine (NLM) Web Management Team desires to conduct a usability study of the NIHSeniorHealth (<http://www.nihseniorhealth.gov>) Web site. The study will be designed to answer the following key questions:

- Do proposed or existing features on the site meet or exceed Web accessibility standards such as Section 508? Is the site clear when viewed with Assistive Technology (AT) devices, and accessible to those with low vision? Is multimedia accessible to AT devices and low-vision users?
- Are proposed or existing features of the site usable in the sense that all anticipated user groups, including experienced and inexperienced older adult users, can

achieve their goals on the site? Navigation, site functionality, and content quality, and usability of design will be tested.

Testing will verify that users will be successful in using the new features to access relevant information. Results will be disseminated to NLM and NIA, as well as other interested NIH institutes via the NLM Web site. Recommendations will be incorporated into the design of new features to ensure usability and accessibility.

Study Design –

NIHSeniorHealth will be tested through 1) hands-on usability lab testing, and 2) semi-structured interviews using a representative sample of experienced and inexperienced older adult Web users to test the new functions of the site in order to identify the most usable and accessible design. The site will be tested twice, once during the prototypical design process, and then in the developmental Web stage. The features to be tested are:

- 1) Exercise Stories, user's experiences published on the site;
- 2) Printer-friendly version;
- 3) Enlarge text;
- 4) High contrast, and;
- 5) Turn speech on to read page.

The contractor will work closely with NLM to determine testing strategies appropriate to each area of study, and will provide NLM with opportunities to observe the testing sessions.

Clearances

These studies will not require OMB clearance since only 8 users in the Web experienced and 8 users in the Web inexperienced category will be tested.

G. EVALUATION FACTORS

1. Corporate Experience:

The contractor shall have experience in the following:

- ☐ Recruiting and remunerating subjects from target populations
- ☐ Preparing and conducting task analysis studies
- ☐ Preparing and conducting paper prototype tests, if needed
- ☐ Preparing and conducting user interviews in Spanish
- ☐ Recording and analyzing response data
- ☐ Evaluating health, medical or information-intensive sites
- ☐ Preparing clear and concise reports and presentations from the response data and delivering results in English
- ☐ Making recommendations for modifications to web page layouts and navigation schemes and site language.

The contractor shall utilize their own pre-existing lists of potential study subjects for the purposes of recruitment, and be able to identify subjects based on age, gender, and experience using the Web.

The contractor shall be able to perform usability testing at their site or on the NIH campus. The contractor shall accommodate persons with disabilities either at their site or at the person's home or office. The contractor shall be familiar with hardware and software used by persons with disabilities. The contractor shall be familiar with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

2. Evaluation Process: The proposed evaluation procedures will be assessed by the NLM to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

3. Price: While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP#221 TITLE:
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____ TO #
NICS-_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR
ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF
THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Signature -Larry Manning., NIH-PICS Coordinator Date